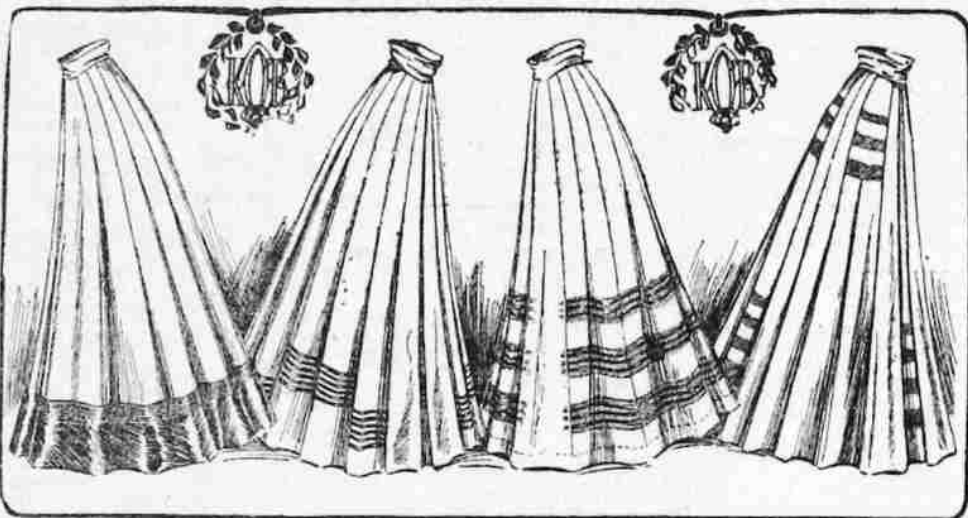


SATURDAY at KEITH-O'BRIEN'S

THE BIG SHOPPING DAY WILL BE INTERESTING FROM A BARGAIN STANDPOINT.

Meet your friends at the store Saturday evening. The soda fountain will serve refreshments. Splendid orchestra concert.

Here We Are With Some Stunning Skirts, Wash Dresses and Jumper Dresses at Your Price--at the Little Price YOU Would Like to Pay. Not Often You Get a Chance Like This.



White linen or repp skirts, in a splendid variety of styles, including strictly tailored gored models--self fold trimmed circular effects, and the smart pleated flounce styles. Values up to \$6.50. Saturday special \$3.95.

White skirts of exceptional quality linen made in the popular flare gored style, trimmed with hand embroidery. Regular prices up to \$12.50. Saturday special \$6.95.

Black repp wash skirts, gored style, trimmed with self folds. Saturday \$2.95.

All wool serge and panama cloth skirts in tailored gored styles, with self fold and button trimmings. Also a number of styles in new effects of silk fold trim-

mings. Come in black, brown and blue. Values up to \$8.75. Saturday special \$4.95.

100 wash dresses in linen, repp, mercerized chambray and French gingham, to be placed on sale Saturday morning at \$4.95. This line comprises an assortment of styles that assures the best values obtainable in popular priced dresses. One-piece dresses of linen, chambray and gingham, made with lace yokes and trimmed with Persian bands, full gored skirts, tan, gray, green, blue and pink. Jaunty repp jumper dresses--princess style trimmed with braided bands. Brown and white striped.

Sizes 34 to 42. Dresses originally selling up to \$12.50. Saturday sale \$4.95.

Features in Men's Section

Saturday specials, \$4.00 Underwear at \$1.50.

Belts at half price.

Pajamas one-third discount.

Union Suits one-third discount. Entire line of Vassar.

One-fourth reduction on bags and suit cases.

Pure linen handkerchiefs, 3 for 50c.

Ladies' Underwear

Ladies' plain and fancy Lisle Swan Brand Vest. We are making a special offer this week, our regular 75c grade, for 49c.

Ladies' fancy top silk lisle, and silk plaited embroidered vests, regular \$1.35 and \$1.25 grades, on sale for 89c.

Our best grades of Ladies' vests in silk and hand crochet tops. We are selling at 25 per cent discount.

Women's Oxfords \$2.65

Oxfords worth \$3.50 and \$4.00. We have nearly seventy styles to offer you at this price.

We have all leathers. We have all lasts. We have all styles. We have all sizes.

Three or four months yet for you to wear oxfords, but we must have the room for high shoes.

Complete stock of Bunting and Flags.

We suggest you place your orders now; the rush is nearly on.

A Special Carpet and Rug Sale

We are clearing the department of last season's remaining stock. In the middle of the summer, between seasons, is the time to enjoy economy in the purchase of rugs and carpets, as the prices are lower than at any other time in the year.

Our Complete Line of Whiffall's Wilton Rugs at the Following Prices--

9x12 Anglo-Persians, \$85.00	\$62.50
9x12 Anglo-India, \$75.00	\$55.00
9x12 Royal Worcester, \$55.00	\$42.50
8.3x10.6 Anglo-Persian, \$75.00	\$55.00
8.3x10.6 Anglo-Indias, \$65.00	\$55.00
8.3x10.6 Royal Worcester, \$50.00	\$39.00
As a further inducement we have decided to close out our entire line of Hartford, Saxony and Chenille Axminster Rugs. These are \$75.00 rugs. This week \$50.00.	
9x12 Body Brussels, \$35.00	\$26.50
9x12 (1 piece) Velvet, \$32.50	\$23.75
9x12 (3 piece) Velvet, \$27.50	\$21.75
9x12 Axminsters, \$32.50	\$23.75
8.3x10.6 Axminsters, \$30.00	\$22.00
9x12 Brussels Tapestry, \$25.00	\$18.75
9x12 Tapestry, \$20.00	\$15.75

To Reduce our Large Stock of Carpets We Will Make Some Very Close Prices.

Bigelow Axminsters, regular \$2.25	\$1.75
Savoner Axminsters, regular \$2.25	\$1.75
Hartford Axminsters, regular \$2.00	\$1.60
Extra Axminsters, regular \$1.75	\$1.25
Royal Wilton, regular \$2.25	\$1.75
Smith Wilton, regular \$1.65	\$1.20
Smith Velvets, regular \$1.35	\$1.00
Good grade Velvets, regular \$1.25	85c

Choice of any Tapestry Brussels carpet for 75c, worth up to \$1.35 per yard, lined and laid at this price.

All-Wool Ingrains to 75c per Yard--Sewed, Lined and Laid

We have a large assortment of short length carpets in Velvet and Axminsters from 8 to 23 yards long, which are worth up to \$1.50 a yard. During this extra sale, 75c per yard. These are extraordinary values, so come early for good selection.

9x12 Reversible Rug, \$17.50 for	\$13.50	9x12 Fiber Rugs, \$10.00 for	\$6.50
9x12 Pro-Brussels, \$15.00 for	\$11.75	27x54 Smyrna Rugs, regular \$3.00	\$2.25
9x12 Union Art Squares, \$8.00 for	\$5.75	36x63 Smyrna Rugs, regular \$6.00	\$4.50
		27x54 Axminster Rug, regular \$3.00 for	\$1.85

Monday will be the last day of the sale at Half Price on China, White Enamel and Blue Snowflake Granite.

We find on the floor below many odds and ends in dinner ware and fancy china. The time has come for making room for new goods for fall trade. A considerable amount of our present stock will be closed out at half price. Quite a lot of odds and ends in Haviland dinner ware at half price. A few pieces in Johnson's English dinner ware--"Newport" pattern--at half price. Among other features are tea tiles. Value 50c for 25c. Fancy berry bowls and cake plates at half price. Bread and Butter and dinner plates at half off. Japanese plaques, plates, fancy cups and saucers; also beautiful vases, bric-a-brac at half price. The hammock and basket sale will also continue out this sale.

SPECIAL PRICES ON GALVANIZED WARE.

8 qt. galv. bucket, sale	14c	16 qt. galv. bucket, sale	35c	No. 3 galv. wash tubs, sale	50c
10 qt. galv. bucket, sale	20c	No. 6 galv. wash tubs, sale	45c	14 qt. galv. dish pans, sale	24c
12 qt. galv. bucket, sale	25c	No. 1 galv. wash tubs, sale	55c	17 qt. galv. dish pans, sale	32c
14 qt. galv. bucket, sale	30c	No. 2 galv. wash tubs, sale	65c	21 qt. galv. dish pans, sale	43c

WE ARE THE LARGEST DISTRIBUTERS OF TOILET PAPER IN THE CITY. THE BEST GRADE OF PAPER FOR THE LEAST MONEY. Get our prices by the case--3 and 4 rolls 25c; 12-16 rolls \$1.00.

EXTRA SPECIAL PRICES ON GARDEN HOSE.

As usual, we are headquarters for fruit jars, caps and rings--at the lowest prices. Just received a beautiful line of jardiniere, hanging baskets, etc.

Saturday in the Toilet Goods Section.

We will give with each purchase of "Deodorant Cream" at 25c, a 25c jar of Peroxide Cream. This cream is greaseless, cleans the skin and beautifies the complexion.

You can't buy Peroxide of Hydrogen at 10c after Saturday night at 9.30. The regular price is 25c.

Horlick's Malted Milk--the large hospital size--\$3.00. Giant Glycerine Soap--3 cakes for 25c. 30 postals, all views of Salt Lake City--25c--stationery department.

Specials in Bargain Dep't.--Floor below

GIRLS' WHITE DRESSES--A new line of girls' white and colored dresses, 2 to 14 years is now shown in the bargain basement; 35c and up. These dresses are offered at way under prices, values considered.

LADIES' BLACK HOSE--15c a pair and 2 pairs for 25c. These are good hose and are worth more money. We want you to try them.

FANCY RIBBON--A nice assortment of fancy ribbons in satin and taffeta stripes; also pretty Dresden effects in all the newest shades, 4 and 5 inches wide. Regular 40c. Special 19c.



Boys', Misses' and Children's Oxfords, Pumps and Slippers

\$1.25--Misses' and children's and infants' oxfords, slippers and shoes on bargain table for easy selection. We have placed some great bargains and great assortment of styles.

\$1.00--Infants' shoes and slippers on bargain tables. 50c--Over one hundred styles infants' soft sole shoes, slippers, pumps and moccasins.

\$2.20--Misses' pumps, oxfords and slippers; the very best made; regular \$3.00 values.

\$1.85--All \$2.25 and \$2.50 misses' and children's oxfords and slippers; a wonderful assortment of styles and leathers.

\$2.85--Boys' oxfords, Goodyear welt soles and manish effects; in patents, tan or calf; regular \$3.50 and \$4.00.

Girls' White Serge Suits and Coats, All Half-Price; sizes 12 to 18 years.

Children's white wash coats, sizes 2 to 6 years--Half Price.

Girls' Spring Cloth Suits, Half-Price.

Tailored coat and skirt, sizes 11 to 17 years.

Other lines of seasonable apparel for boys and girls greatly reduced for this sale are boys' colored wash suits--One-third off.

Choice of all white dresses in stock at one-half regular price--materials of lawn, linen and repp--all this season's styles.

Regular \$2.00 Dresses now	\$1.00
Regular \$3.00 Dresses now	\$1.50
Regular \$4.00 Dresses now	\$2.00
Regular \$5.00 Dresses now	\$2.50
Regular \$6.00 Dresses now	\$3.00
Regular \$8.00 Dresses now	\$4.00
Regular \$10.00 Dresses now	\$5.00
Regular \$15.00 Dresses now	\$7.50

Girls' Wash Suits--Half-Price

Every Wash Suit in stock--none reserved.

Girls' straw and white canvas hats--Half Price.

REDFERN and WARNER CORSETS Are Being Featured. New Stock--Every New Style.

Redfern and Warner Corsets are stronger with the trade this season than in the past. Nearly every call is for one or the other. And all because they are in style, fit so perfectly, wear so well

STYLE 205-305.
is especially designed for the short, full figure. It has the low, full bust and the long, close-fitting skirt required by the extreme fashions. Below the waist the corset is the same depth all around. Warner's Corsets are guaranteed to wear-not to break, rust or tear. They excel in quality of fabric, boning and perfection of making and finish.
Height of bust, 6 1/2 inches.
Height under arm, 6 inches.
Length of front, 15 1/4 inches.
Length of hip, 9 3/4 inches.
Length of back, 15 1/4 inches.
Style 205 White Coutille.
Style 305-White Batiste.
\$2.75
Security Rubber Hose Supporters attached.

STYLE 388
A Directoire model made of white Novelty Linon Batiste, for short, full figures. It combines the very long encasing skirt, required by extreme gowns, with low full bust. Long below the waist and short above.
\$3.75
Security Rubber Button Hose Supporters. 12 1/2 inch clasp. 6 hooks. Sizes 18 to 30 inches.

STYLE 196
One of the best selling corsets for the average form; lengthens the waist, gives the long, straight back and flattened hips.
Style 196, Sateen.
Style 26, Batiste.
\$1.00

STYLE 246-346.
Long hip corset for the short and medium full figure--moderately high in the bust, very long in the hip and back.
This style, while it has no extreme features, gives the straight long line over the hip, required by present fashions.
Security Rubber Button Hose Supporters art attached at front and hip.
Style 246--White Coutille.
Style 346--White Batiste.
\$1.75

MODEL--Style 16.
We specialize today new Redfern Model. It is for a specific style for a specific type of form--tall and slender. To the corset skirt are attached the Security Rubber Button Hose Supporters which assist in holding the hips in place. The boning throughout is of the choice of the Whalebone.
Regular **\$5.00**
Sale **\$3.75**

STYLE 269.
A very beautiful model for tall, dignified forms. Very high bust and extremely long skirt, curving slightly at the waist and giving the straight back slightly below the waist and the flat hip so much the vogue.
This corset is boned with the Rust-Proof boning that cannot rust, break or punch through the fabric.
The hose supporters are the famous Security Rubber Button and the metal parts are as Rust-Proof as the corset.
Large figures are greatly improved by adopting this model, which is one of the season's best productions.
Style 269, Price **\$3.00**
Style 369, Price